

# IMPORTED COSTUMES



## The Wanamaker Store

### A Wholly Unexampled Showing in Imported Street, Dinner & Evening Gowns, Silk Waists, Skirts and Lingerie.

A word at the beginning. The Exposition which begins this morning and is to continue three days, is not intended as a mercantile enterprise. It is a demonstration of power. That is not a feat deserving of this extended mention which has in it anything of the commonplace. There is nothing of the commonplace in this event. We are of the firm belief that no such showing as this has ever been attempted in New York, nor, we think, in any store in the world. Strong talk; but earnest and honest. This is particularly an opportunity for modists and dress designers. We throw it open to them. There shall be no exclusion in our College of Fashion.

## As to the Costumes

To evidence the care and thought that have gone into this showing, let us briefly state the method of its preparation.

It is every-day merchandising to go to Paris and select models from prominent designers. The question comes,—what is it that is selected?

Even Parisian designers are not omniscient. Not even Paquin or Mayer can tell with certainty in February what will be acceptable in April. They can at best but speculate,—which is dangerous,—or generalize, which is temptingly easy. Consequently there is more than a chance that the models for American trade—necessarily ordered early—do not represent the best nor the most acceptable, when purchased in the every-day way.

There is a place where costume fashion is born. That place is not Paris,—it is the Riviera. At Nice, at San Remo, at Monte Carlo the coming styles see the light for the first time on the wearers. It is on the Riviera in February that Paris itself studies the consensus of style, and then goes home and patterns its millinery and costumes accordingly.

This year our Costume Chief studied with Lewis, Paquin, Corne and the rest, and with them learned the drift of fashion. The costumes here shown are, therefore, not guesses,—they are results.

Further interest is added to this collection by the models now shown from the hands of certain private and Court designers who have never before allowed their productions to go out for other than their own eminent personal clients.

Another feature lies in the showing from Vienna. Berlin is here, too, but in character not widely differing from Paris, which she copies. Vienna, however, is a law unto herself, and her specialty is daintiness. Witness these exquisite Summer gowns, in Organdies and Cotton stuffs generally.

## As to the Evening Wraps

In matters of selection the same rule was followed as in the case of costumes. The productions are largely Parisian, with a fair representation from Berlin.

## As to the Waists and Lingerie

We shall make a very strong feature of the Silk Waists, Blouses, Petticoats and Lingerie. Such a tremendous showing is it that the Little French Store deserves a wider title, and becomes "Little Paris."

In the Lingerie buying an absolute *carte blanche* was given the most famous makers of Paris,—Miles, Corne and Elise Poret, with instructions to exhaust their abilities. The results are here, and they can be described only by the word "indescribable." We think you will find the collection as a whole a perfect apotheosis of daintiness,—the incarnation of the exquisite. It is hard to resist the "adjective habit" in speaking of this collection.

As to the Silk Waists,—well, there can be little more said than that there are four hundred in this new lot, no two alike. From Paris, Vienna and Berlin, and they are the originals,—not copies.

## As to the Children's Wear

The little ones are well taken care of. Here are choice productions in dresses, bonnets, caps and underwear from such people as Merlet & Cartheliet, Reveille, Leonie Berthelebot, L. Tellier and others of that ilk. The Children's showing will be found in no sense submerged by the superiority of the garments for adults.

## The Roster of Celebrity

Here is a partial list of those whose works will be found in this collection. Some are world-famous,—some have even a higher reputation than mere celebrity,—that of invariable excellence and rigid exclusiveness.

**DRECOLL**, of Vienna, the dressmaker to the Courts of both Russia and Austria, and whose work has probably never before been shown in a store. Without doubt the most exclusive modist in all Europe. He numbers the Princess Stephanie among his customers, and the list of his clients would be a list of the blood royal of two nations. We have several of his best productions, and count it a triumph.

**WORTH**—A name requiring no explanation, nor introduction. It is represented in this showing by several evening dresses,—among them a duplicate of a gown made a month ago for the Queen Regent of Spain.

**DOUCET**—The leader of what might be called the mercantile modists. His productions here are of dinner dresses, in his inimitable style, as characteristic as any of the recognized schools of painting.

**Mlle. CORNE**—Unknown three years ago, she is already among the leaders and bids fair to become the most celebrated dressmaker in the world. Her wonderful creative power seems only to increase as the demands upon it multiply. She is nothing if not original. We have a strong showing of her productions, markedly characteristic, and prominently in the delicate, summery muslin and lace gowns which are her favorites.

**HENRIETTE FAVRE**, who counts among her clients the Princess of Wales, the Duchess of Devonshire and other notables of England. Hers is the province of richness and dignity in dress. We have several very choice selections from her hands.

**ROUFF**—The designer for the extremists, brilliant and eccentric, typically Parisian in the light and frothy sense. His specialty is evening dress, and his productions are well represented in carefully selected models.

**PAQUIN**—Couturier to the beau monde of two hemispheres. We have many of his gowns here, especially of street gowns in his own original style, wholly different from anything yet shown.

**LAFERIERRE**, who has recently received the appointment as couturier to the Princess of Wales. His strong point is street gowns. Several exquisite examples.

**STAMLER & JEANNE**, of which firm Mlle. Jeanne is the moving spirit in designing. She has never before been represented to such advantage. Dinner dresses are her forte.

**SARA MAYER**, whose particular specialty is the designing of outer garments, and whose costumes and wraps go to the courts of every civilized nation. We show her wraps in great variety, and some of her evening gowns.

**CALLOT SOEURS**, a firm of Paris dressmakers which has hitherto confined its productions to the very cream of the private trade of Paris and London. We think its models have never before been exhibited in America, except possibly in private.

In Caps and Wraps we show productions by **SARA MAYER** (above mentioned), **BRIAMONT FRERES**, well-known Paris designers, and **GERSON**, of Berlin.

In Children's Wear, Lingerie, Embroidered Caps and Aprons, the makers represented are **CORNE**, probably the most famous in the world; **ELISE PORET**, a close competitor of Mlle. Corne; **Merlet & Cartheliet**, Chas. Glover, L. Tellier, Reveille, Berthelebot, Laurent and Bassier, Caillet, Thebeaut, Cordier, Levy Freres, and numerous other smaller Vienna houses.

# HEARN

West Fourteenth Street.

In our very busy stores Goods come and go.

## THEIR ARRIVAL

Is recorded in the Advertising Columns

CUSTOMERS DO THE REST

We do not find long and elaborate discourses necessary to sell each lot of goods—Long sermons tire.

## THE FOLLOWING ARE TEXTS:

**New Spring and Summer Silks** Always ready with the new and Popular at those prices that gained and maintain Fame.  
AT 69...70...75 CENTS  
Fine Taffeta Silks—fancy checks and broken plaids—new spring combinations.  
AT 49...50...55 CENTS  
Broadened India—White and Cream  
AT ONE FIFTY (1.50)  
Black Silk Grandines—wide and narrow satin striped and Broadened—48 inches wide.  
Black Broadened India—48 inches wide.  
Satin Figured Roman Stripes.  
Black Broadened Gros Grains—84 inch.  
Plain and Fig'd Crepes—light colors.  
Fancy Broadened Silks.  
Col'd Bengalines—new shades.  
Heavy Blue and White Fig'd Foulards.  
New Spring Millinery  
Spring and Summer styles in Imported and Domestic Models and Novelties.  
INSPECTION INVITED.  
New Hats, New Flowers, New Feather  
EVERYTHING NEW!  
Trimmed Hats and Bonnets 4.95 to 25.00  
Untrimmed Hats .34 to 2.50  
Mere and Walking Hats .39 to 2.98  
Carnations and Foliage—natural colors and all new tints, finest qualities. 1.00

**Ladies' Negligee and Tea Gowns** It is a relief after shopping or travel to be thoroughly comfortable in a house gown.  
AS SPECIMEN VALUES, WE QUOTE—  
China Silk Teagowns—black, white and colors—full trim'd yoke—lace ruffs and insertings—ribbon belt effect— all sizes to 48 inch—very special. 5.95  
China Silk Negligee Gowns—all colors Gown and other styles—deep lace ruffs, insertings and ribbon trim. 5.95  
Fine qualities—to \$20.00  
Light Silk Strips Challie Teagowns—rows of satin ribbon trim—lined throughout 4.95  
Wool Cashmere Teagowns—fancy lace collar or velvet trim. 5.95  
Fancy Striped Flannel Dressing Gowns, emb'd silk edge—satin ribbon bow. 1.24

**Wash Dress Fabrics** New York's most Popular Store for Everything in Wash Dress Novelties.  
AT 27 CENTS SILK WARP ORGANDIES Beautiful texture—floral and other designs.  
AT 29 CENTS FINEST PLEATED CLOTH 48 inches wide—sheerest material made— particularly effective over fancy colored silk or lawn linings—exceptional value.  
AT 27 CENTS FRENCH ORGANDIES Choicest styles—white and tinted grounds— Rosebuds, full-blown Rose, Vines, Wild Flowers, Blossoms and Scroll effects.  
AT 15 CENTS EXTRA FINE ORGANDIES Imported Cloth—designing done in America— over seventy-five styles—all the popular tints.  
ALSO THESE SPECIALTIES:  
Summer Flannels—light weight—light colors beautiful plaid effects—copies of the French 54  
28-inch extra fine Scotch Gingham and Madras Cloth—Handsome plaids .22  
Fancy Linen Creases—lace and emb'd effects 74  
Sheer Linen Batistes 74  
Fancy Organdies—floral designs, frost effects .124  
French Batistes—beautiful texture .124  
Woven Madras Cloth—38 inches wide 04  
Emb'd Fancy Batistes—delicate colors 74  
Yard wide Percales—ex. quality 54  
Fancy Printed Organdies—ex. quality 74  
Woven Plain Organdies—floral designs .124  
Fancy Lace—giant effects 74  
Extra fine Fancy Batistes—38 inch 54  
Fancy Scotch Dimities—extra fine .14  
Fancy Lawns—Organdy finish 44  
Fancy Plain Gingham 54  
Sawtooth Stripes 54  
Indigo Blue Percales—36 inch 64  
Extra fine Zephyr Gingham 64  
Fancy French Satens—finest imported .29  
French Printed Satens—silk designs .15  
Black Satens—ex. quality 74  
Fancy Evening shades 74  
Double face Duck Batistes 64  
New Dress Cambrics—100 styles— Standard Calicoes—fast colors 84  
Yard-wide Percales—new styles 64  
Extra heavy Apron Gingham 44  
Fine emb'd Mousselines—excellent styles 74  
French printed Tulle Satens—silk designs 64  
Fancy Organdy Lawns—good styles 44

**Ladies' Spring Jackets and Capes** Intricate Values This week.  
Cotton Jackets—changeable taffeta lining 6.95  
Wool Cheviot—satin half lined 3.95  
Broadcloth—strap seams—silk lining 9.95  
Whipcord—satin lined—velvet collar 9.95  
Silk lined Tailor-made Capes extra long—double box pleat—ribbon trim. 7.95  
Velvet and Silk Shoulder Capes jet trim—high ruche collar 5.95

**Ladies' New Spring Costumes** Buying here puts money in your purse.  
All Wool Black and Navy Reafer Suits Taffeta silk-lined jackets. 8.95  
Tailor-made Suits of Wool Cheviot, Jacket and skirt lined throughout with Colored Taffeta Silk. 11.95  
Complete assortment of Blouses and Reafer Costumes—Serge, Venetian and Broadcloths; Whipcords Coverts and various other materials Plain, broad or satin trim'd. 10.95

**Handk'fs, Laces and Other depts** Offerings of Interest, Special for the week.  
Ladies' All Linen Hemstitch Handk'fs 9  
Ladies' Lace Edge and Emb'd .10  
Men's All Linen—Unaltered .9  
Men's Hemstitch Initial .9  
Swiss, Cambric and Nainsook Embroideries— 5 to 8 inch—fine baby patterns. 8  
Other—new styles for Blouses. 124  
Still others—elaborate and fine patterns 124  
Emb'd Skirt Frontings—9 to 14 inch. 25  
Children's Dress Embroideries—27 inch. 49  
Cotton Valenciennes Laces—down yards. 39  
Silk Applique and Chantilly Laces. 25  
Ruffled Lace Parasol Covers. 59  
White and Rose Venice Lace. 9  
45 inch La Toque Nets—plain and 44. 75  
Horn and White Venice Nets. 85  
Electric Silk Collarettes—new style. 1.09  
Morocco Leather Belts—leather lined harness buckles—all colors. 19  
Real Seal and Patent Leather Mail Head and Military Belts. 79  
Real Seal, Alligator and Morocco Combination Pocketbooks—half lined—chambric pocket—with and without sterling silver corners 79  
Silk and Zephyr Wool Shawls. 2.59  
Fancy Honeycomb Shawls—natural fringe. 2.99  
Reversible Double Crepe Headrests. 29  
Figured Cretonne Sofa Cushions. 39  
Double roll Print Mounters. 39  
Fine Steel Spect and Eye Glasses. 39  
Percale Shirt Waists—newest styles. 39  
Madras, Chambray and fine Percale— fancy and plain—sizes 38 to 44. 98  
Liberty Silk Dress and Caps Trimmings. 25  
Windsor Scarfs—Plaids and plain colors. 25

**ONE LOT DOUBLE FACED SATIN RIBBONS**  
No. 16 12 1/2 cents No. 40 21 cents  
No. 23 19 cents No. 60 27 cents  
Fine Taffeta Ribbons—plain or fancy stripes. 12 1/2  
7-inch Double Faced Satin Bash Ribbons. 39

**Real Bargains in Cutlery** We offer "Jenny" Steel Carver and Fork gaudies best handle—9 inch Turkish blades— Jockey guard fork—nowhere less than 1.49 .98  
IN SAME DEPARTMENT  
Emb'd Silks—nickel plated. 10  
Solid Steel Nickel Plated—4 styles. 17  
Curved Manicure and Nail Scissors. 22  
Hand forged Steel Scissors—5 1/2 to 7 inches. 39  
Keen edge Shears—nickel plated. 34  
Cora Knives—5 styles—bony handles. 19

**Draperies** Light materials for Summer in Plain and Wall Coverings and figured Dunings and Burials, Cretonnes, Satens and Hungarian Cloth.  
Denims and Burials. 94 to 24  
Cretonnes. 64 to 29  
Furniture Satens. 14 to 27

**HISTORY VS. FICTION.** In fiction facts don't count; in history facts are indispensable.  
SO, ALSO, IN ADVERTISING; Modern methods that depend upon romantic statements should be taken with a grain of allowance.

**SOME OF THE FICTIONS** of the day read fine; what a pity 'tis that they are not substantiated by facts.

**Rare Opportunity in Razors** The well known E. E. hollow full concave—set ready for use, FIFTY-NINE CENTS!

No Liquors, No Groceries, No Drugs sold in our stores

Regarding the extent of the collection, we have devoted one-half of the entire second floor to the showing of to-day, and filled it full, but could withdraw the whole to-morrow and make another and an entirely new display of equal extent. We have used no half-way measures in this exposition.

**JOHN WANAMAKER**

Somerset A. T. Stewart & Co., Broadway, 4th ave., 9th and 10th sts.